17th Annual "Keep Memories Alive" Walk

PLANT SEEDS AND GROW

BY BECOMING A CARING HEARTS SUPPORTER

OF THE LOUIS AND ANNE GREEN MEMORY AND WELLNESS CENTER

SUNDAY, NOVEMBER 5, 2023
MALL AT TOWN CENTER - 6000 GLADES ROAD (NORTH ENTRANCE) BOCA RATON
REGISTRATION 8:00 A.M. | WALK 9:00 A.M. | WRAP-UP 11:00 A.M.
2023 Annual Keep Memories Alive Walk

Dear Friend:

We hope this letter finds you well. With the 17th annual Keep Memories Alive Walk coming up, we are inviting you, along with your family and friends, to join us on Sunday, November 5, 2023, at 9:00 a.m. at the Town Center Mall at Boca Raton (North entrance). Our theme this year is “Planting Seeds for Memory and Wellness,” as we all look forward and beyond the challenges we all faced the past few years. We encourage you to show your enthusiasm by donning fun hats, shirts, and other gear. Get creative by showing your individual or team spirit!

As you may know, the Louis and Anne Green Memory and Wellness Center receives more than 10,000 visits each year and is partially funded through the generosity of private donations and the efforts of the Caring Hearts Auxiliary. The daily need for Memory and Wellness Center services continues to grow.

Over 300 Walkers participated in 2022’s Keep Memories Alive Walk, raising more than $115,000! With these funds, we provided Adult Day Care scholarships to participants, who received hours of care, and underwrote Center’s programs for caregivers.

Our purpose is to ensure that we eliminate any waiting lists for individuals and families in need as soon as possible; support the further expansion of programs and services offered at the Center; and continue to support programs for the unsung heroes, our caregivers.

Please walk with us as a team, or an individual! Plant the seeds with your friends and grow a team! For more information, please contact the Caring Hearts Auxiliary office at 561-297-4066 or, email nurchearts@fau.edu.

Help us help others “Keep Memories Alive!” Prizes will be awarded to captains with the most funds raised!

Kindest regards,

Patricia Liehr   Jay Whelchel
Event Co-Chair   Event Co-Chair
The Louis and Anne Green Memory & Wellness Center is a unique and integral component of the Christine E. Lynn College of Nursing and is grounded in the College's philosophy of caring. Our mission is to meet the complex needs of persons with memory disorders, such as Alzheimer's disease, and their families through a comprehensive array of services, compassionate and innovative programs of care, research, and education. Our intention is to treat each person as an individual, with dignity and respect, enabling each client to function at their personal best while maximizing their quality of life.

In addition to the services provided, the Center conducts research on best practices in care for persons with Alzheimer's disease and related disorders (ADRD) and caregiver support. We also provide practicum experiences for students of nursing, medicine, social work, exercise science, communication disorders, health administration, and other disciplines. We aim to understand what matters most, to each client and family, and respond to individual needs in a caring way.

The Mission of the Caring Hearts Auxiliary is to support, promote, and raise funds for the programs of the Memory and Wellness Center. Their fundraising activities include the annual "Keep Memories Alive" Walk at Boca Town Center Mall each Fall. Funds raised support Adult Day Care scholarships and Caregiver programs.

Your Sponsorship has a tremendous impact! Each Sponsor level provides hours of specialized individualized care in various programs at the Memory and Wellness Adult Day Care for persons with mild to moderate dementia. Care is designed to stimulate cognitive function; improve attention, mood, balance, physical stamina; and enhance social interaction and communication. Below represents the hours of care.

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Hours of Care</th>
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<tbody>
<tr>
<td>Presenting Sponsor ($50,000) (Exclusive)</td>
<td>4,375</td>
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<td>Diamond Sponsors ($25,000)</td>
<td>2,188</td>
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<td>Emerald Sponsor ($15,000) (Exclusive)</td>
<td>1,313</td>
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<td>Platinum Sponsors ($10,000)</td>
<td>875</td>
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<td>Gold Sponsors ($5,000)</td>
<td>438</td>
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<td>Silver Sponsors ($2,500)</td>
<td>219</td>
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<td>Bronze Sponsors ($1,000)</td>
<td>88</td>
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<tr>
<td>Friends of the Caring Hearts Auxiliary ($500)</td>
<td>44</td>
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SPONSORSHIP OPPORTUNITIES

Your sponsorship supports Adult Day Care participant scholarships for those in financial need and family caregiver support programs.

In addition to specific Sponsor level benefits, Sponsors (Presenting through Silver levels) receive the following:

- Engraved plaque on the Donor Tribute Wall located at the Louis and Anne Green Memory and Wellness Center
- Listed at Sponsor level in social media, signage at event, on Patron Board, signage at FAU, newsletter, on walk t-shirts, on marketing materials, and URL linked to FAU Walk website
- Table for displaying marketing materials and giveaways. *Please reserve table by September 29, 2023_

Presenting Sponsor | $50,000

Benefits

- Introduction by Master of Ceremonies
- Welcome guests
- Front line of ribbon cutting
- Logo/Name on presentation screen
- Full page color ad on media screen
- Included in FAU Newsletter

Diamond Sponsors | $25,000

Benefits

- Present awards to top fundraisers
- Logo/Name on presentation screen
- Full page color ad on media screen
- Included in FAU Newsletter

Emerald Sponsor | $15,000

Benefits

- Name on t-shirt sleeve
- Half page color ad on media screen
- Included in FAU Newsletter

Platinum Sponsors | $10,000

Benefits

- Half page color ad on media screen
- Logo/Name on FAU Walk website
- Included in FAU Newsletter
Gold Sponsors | $5,000

Benefits
- Half page color ad on media screen
- Included in FAU Newsletter

Silver Sponsors | $2,500

Benefits
- Half page b/w ad on media screen

Bronze Sponsors | $1,000

Benefits
- Table for display of marketing materials
- Name listed on Patron Board

Friends of the Caring Hearts Auxiliary | $500

Benefits
- Name listed on Patron Board

In-kind Sponsors

Benefits
- Based on level of In-kind donation
- Ad on Media Screen
- Listed on Patron Board

MEDIA INFORMATION

MEDIA SCREEN ADVERTISEMENTS & ACKNOWLEDGEMENTS - copy deadline September 29, 2023

PLEASE RETURN THIS FORM INDICATING YOUR LEVEL OF SUPPORT.

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<th>Presenting Sponsor / $50,000</th>
<th>Silver Sponsors / $2,500</th>
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<td>Emerald Sponsor / $15,000</td>
<td>Friends of the Caring Hearts Auxiliary / $500</td>
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<td>Platinum Sponsors / $10,000</td>
<td>Full Page acknowledgement/ad / $500</td>
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<tr>
<td>Gold Sponsors / $5,000</td>
<td>Half Page acknowledgement/ad / $250</td>
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I am not able to attend but would like to graciously donate $__________

Full page acknowledgement/ad  9.5” width x 7” height
Half page acknowledgement/ad  4.625” width x 7” height

Camera ready artwork due September 29, 2023. File types accepted: PDF, PNG, TIFF, EPS, JPEG, minimum dpi (resolution) 300. Email to mfish29@health.fau.edu
Walkers raising a minimum of $40 will receive a “Keep Memories Alive” T-shirt, $50 at the door.

**CONTACT & PAYMENT INFORMATION**
Please Complete Contact and Payment Information

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<th>Name of Sponsor</th>
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___Check enclosed/to follow (circle one) _____ Credit Card (please visit fauf.fau.edu/memories) or scan QR Code.

- Checks are made payable to FAU Foundation, Inc. Please write “NRS-008-KMA on the memo line.
- Mailing address: Louis and Anne Green Memory and Wellness Center, 777 Glades Rd., Bldg., AZ-79, Boca Raton, FL 33431-0991, Attn: Caring Hearts Auxiliary.
- Contact Caring Hearts Auxiliary at 561-297-4066 or mfishe29@health.fau.edu for additional information.